

**Notice of Change for BA in Public Relations**

**Date: March 21, 2013**

**A. PROGRAM INFORMATION**

**1. Name of institution**

University of Rhode Island

**2. Name of department, division, school or college**

Department: Communication Studies/Public Relations

College: Arts & Sciences

**3. Intended initiation date of program change. Include anticipated date for granting first degrees or certificates, if appropriate.**

Initiation date: Fall, 2013

First degree date: Spring, 2014

**4. Intended location of the program**

Kingston, Rhode Island

**5. Summary description of proposed program (not to exceed 2 pages)**

See attached document

**6. Signature of the President**

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David M. Dooley

## **Summary of Proposed Program Change**

The Major in Public Relations has undergone significant change and development in recent years, not least of which is a sharp increase in enrollment. This increase has made two things apparent: 1. the current requirement that PR majors take Journalism 220 has had a great impact on the Journalism program in that it has delayed some Journalism majors from taking this gateway course in a timely fashion; 2. Public Relations majors enter PRS 340 without having any exposure to writing for public relations.

Therefore, in 2012, with agreement of the chairs of Writing, Communication Studies and Journalism, the Writing Department prepared and had approved a new course, WRT 331, Writing Public Relations, which is being proposed now as a new requirement for the Public Relations major. WRT 331 would replace Jor 220 as a required course for Public Relations majors. The new course would provide Public Relations majors with writing skills more pertinent to their field than Jor 220 is able to do.

This change will add a course to the Public Relations major that is more specific to this career path. It will also make it more feasible for Journalism majors to take Jor 220 as freshmen or first semester sophomores, which will facilitate their matriculation through the major curriculum in a timely fashion.

# Public Relations - BA

120 Total Credits Required  
33 Major Credits Required

Current

Fall 2009 - Spring 2012

This form is for reference only. Students should consult catalog to confirm degree requirements.

### Prerequisites to Major:

Course #	Semester	# Credits	Grade
COM 202			
COM 210			
<del>JOR 220</del>			

### Major Required Coursework:

Course #	Semester	# Credits	Grade
WRT 331 → effective Jan., 2014 PRS 340			
PRS 441			
PRS 491			
COM 381			
JOR 341			
<p>6 courses (18 credits) must be completed from the following with at least one course from each category:  <b>Category A:</b> JOR 321; WRT 201, 235, 302, 303, 304, 333  <b>Category B:</b> BUS 365, 465  <b>Category C:</b> COM 302, 351, 415, 450  <b>Category D:</b> COM 415; JOR 442, 410; PSY 335  <i>PRS 442, PRS 200</i></p>			
† A grade of C or better is required in JOR 220			

### General Education Requirements:

Discipline	Course	Semester	Grade
<b>Fine Arts:</b> 3 Cr. (A)			
<b>Literature:</b> 3 Cr. (A)			
<b>Letters**:</b> 6 Cr. (L)			
<b>Natural Sciences**:</b> 6 Cr. (N)			
<b>Social Sciences**:</b> 6 Cr. (S)			
<b>Communication:</b> 3 Cr. (EC)			
<b>Writing:</b> 3 Cr. (ECW)			
<b>Language/Culture:</b> 6 Cr. (FC)			
<b>Mathematics:</b> 3 Cr. (MQ)			

\* For a list of courses that satisfy General Education requirements consult the Arts & Sciences (pg. 49) requirements found in the catalog from the term that the student first matriculated at URI.

\*\*\* Courses must come from different course codes.

\*\*\*\* General Education credits cannot be satisfied by courses from major course code unless student has more than one major.

Based on grade point average, only the top 25 applicants will be admitted annually. Students applying for a major in Public Relations must have a 2.50 GPA or higher in the pre-major courses. Apply in February.

### Upper-Level Courses (300+ level) All Course Codes - 42 Credits Total Necessary


\*\*\*\* Please note: Student cannot graduate unless major and cumulative GPA exceed 2.0\*\*\*\*



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*Proposed*

120 Total Credits Required  
33 Major Credits Required

**Fall 2009 - Spring 2012**

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### Prerequisites to Major:

Course #	Semester	# Credits	Grade
COM 202			
COM 210			
<del>JOR 220</del>			

### Major Required Coursework:

WRT 331 PRS 340			
PRS 441			
PRS 491			
COM 381			
JOR 341 PRS 320			
<p>4 <sup>12</sup> courses (12 credits) must be completed from the following with at least one course from each category:</p> <p>Category A: JOR 321; WRT 201, 235, 302, 303, 304, 333                      Category B: BUS 365, 465, 468                      Category C: COM 302, 351, 415, 450                      Category D: COM 415; JOR 442, 410; PSY 335</p>			
	PRS 300 PRS 442	PRS 200	
<p>* A grade of C or better is required in JOR 220</p>			

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Literature: 3 Cr. (A)			
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Natural Sciences**: 6 Cr. (N)			
Social Sciences**: 6 Cr. (S)			
Communication: 3 Cr. (EC)			
Writing: 3 Cr. (ECW)			
Language/ Culture: 6 Cr. (FC)			
Mathematics: 3 Cr. (MQ)			

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